

Advertising Campaign

“Interactive Jedi-Zombie Adventure”

Weber State University Collegiate DECA

Chapter Advisor: Vel Cassler

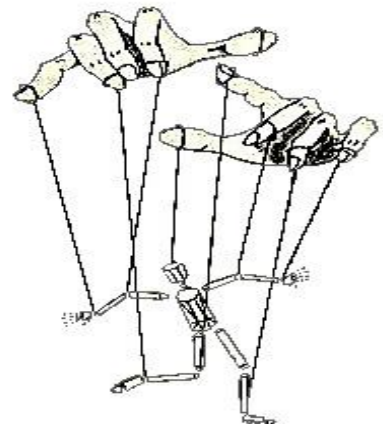
4600 s 1321 e
Ogden, Utah 84408

Adrien Covington

3552 West Lily Garden Lane
South Jordan, UT 84095

Puppet Master Advertising

April fifteenth, 2013



Campaign Objectives

1. Connor Grigsby wins senior class student body president.
2. Establish Connor Grigsby as a sociable and engaging personality in the school.
3. Actively engage the student body so they interact with Connor on a personal level.



Connor Grigsby

Target Market

Demographics

- Students at American Fork High School
- Males and Females ages 15-18
- Live with parents in American Fork, Utah
- 2,100 students



Psychographics

- Socially active
- School Pride
- Short attention span



Advertising Media



Video

The target market spends much of their day consuming content through technological devices such as their phones and computers. They are constantly alternating amongst this content, rarely remaining on a single item for long. To capitalize on these habits we will create an “interactive Jedi-zombie adventure film,” which will be aired on YouTube.

In this film the American Fork High School Mascot “Rocky” will be chased up a tree by zombies and it will be up to Connor Grigsby to save him. Connor will have to team up with fellow classmates as he traverses the apocalyptic world in an attempt to save his school’s mascot. Because Connor has a Jedi braid (from the Star Wars movies) we will utilize this in the adventure in the form of Connor being a Jedi and wielding a light saber. Zombies are extremely popular amongst high school students right now and Star Wars has a cult like following that brings nostalgia to the campaign. These themes also fit in with Connor’s personality which makes him relatable on a personal level.

The viewer will be given full control of the adventure as they make life or death decisions using YouTube’s in-video annotation technology. At the end of each video the viewer will be given the choice between two options which determine how the adventure will continue. One choice leads Connor closer to saving Rocky, while the other leads to death. All of the videos are very short, less than 2 minutes on average, which will keep the attention of the target market as they are actively engaged in making decisions at the end of each video.



The videos have relevance to the target market in that it is their school mascot who needs to be saved and much of the dialogue and story deals with situations directly related to them. The source of the zombie outbreak occurs at Lone Peak High School, the major rival of American Fork High School. There are repeated references to prominent teachers and faculty at the school and the filming is all done at or around the school itself.

All of the actors in the movie will be students at American Fork High School. This will get the students involved on multiple fronts and let them have a vested interest in the film. This also gives Connor the opportunity to socialize with other students and become better known.



Filming Party

Five weeks before the election we will host a filming party where students from American Fork High School can participate in the filming of the adventure. There will be food and drinks available along with our professional filming crew and make-up artists. Students can be made to look like zombies and participate in the acting of the film. Since it is an all-day event people may come and go as they please, which allows for more people to participate no matter what their schedule is. Connor will personally invite students to participate in his film. Through this he will get to know a lot of people and begin to have students know of him and that he is running for Student Body President.



American Fork High School Students can be made to look like real zombies with our professional make-up artists.



Free food and drinks will be available for all who participate.



Viewing Party

The Saturday before the election week we will host a viewing party for the interactive Jedi zombie adventure film. Everyone from the school is invited especially the students who were involved with the making of the film. It will be held in Connor's back yard and projected



A giant blow-up screen will be used to present the adventure film in Connor's back yard.

on a giant blow up screen. All of the decisions for the film will be put to a vote and the winning choice will be selected until the entire adventure is completed. After the viewing, behind the scenes shots and bloopers will be shown to further engage and personalize the experience for the students who participated in the filming.

The event will be begin at seven pm and end when people decide to leave. Food and drinks will be served as people meander around and socialize. The entire occasion is meant for Connor to socialize and meet new people. As he gets to know new people on a personal level they will become more likely to vote for him in the election.



Social Media

Social networking has become an essential facet in the daily lives of 15-18-year-olds. Through the use of Facebook, Twitter and YouTube we will involve the target market on a personal level. These social networking sites will dramatically help to inform, persuade and remind the target market about Connor's campaign election message. The use of these social media platforms will result in a drastically increased rate of influence on the target market and establish Connor as a sociable and engaging personality with the students.

Facebook: Connor will use his personal Facebook page to let students know of his Jedi zombie adventure film and how it ties in with his election campaign. Videos and pictures

from the filming party will be posted along with behind the scenes footage and bloopers of the day's events. Facebook will be the main source for disseminating all of the information surrounding the campaign. This will increase involvement and allow Connor to converse with students on a medium they frequently use. With the students being heavily involved in the film they will be highly invested in the pictures and videos. The students will want to share what they have done with their classmates thus providing exponential sharing growth.



Twitter: Connor will use his personal Twitter account in much the same way as Facebook. He will post content regarding his daily activities and everything surrounding the election campaign such as announcements for the filming and viewing parties along with pictures and videos. Twitter allows for enhanced engagement and another way for Connor to socialize with his peers on a personal level.

YouTube: The entire interactive Jedi zombie adventure film will be aired on YouTube, a medium the target market frequently uses. Puppet Master Advertising will create a YouTube channel for Connor

where all the videos from the campaign will be posted. This medium allows for the target market to view any aspect of the campaign at any time, whether it be the interactive videos, behind the scenes and blooper videos or shots of the viewing party. Students will be strongly encouraged to leave comments and post response videos on all of the content.





Posters

Posters will be placed in three locations across the school; cafeteria, main entrance and gymnasium. These three areas have the most foot traffic of all locations in the school. This will ensure viewership and achieve high frequency during the week posters are allowed to be placed in the school.

The posters will feature Connor dressed in a Jedi robe, wielding a light saber and standing in front of a run-down American Fork High School. There are quick response (QR) codes located on the posters that when scanned will take you to the aforementioned videos on YouTube. This will allow students to take out their phones, which they are constantly using, scan the QR code and view the video right in front of the poster. Engaging the students through a poster will be drastically different than the other posters located in the halls.



The posters will feature the same fonts and overall feel the videos have so as to maintain one uniform experience throughout the campaign. This will allow the target market to quickly identify Connor's campaign materials no matter where they are seen.

Expenditures

Social Media	
Facebook	\$0.00
YouTube	\$150.00
Twitter	\$0.00
Total	\$150.00
Events	
Food and Drinks	
Pizza (62)	\$330.00
Drinks	\$35.00
Equipment	\$45.00
Total	\$410.00
Posters	
Design	\$125.00
Printing	\$34.99
x3	\$104.97
Total	\$229.97

Video	
Cameras	\$130.00
Lights	\$57.00
Make-up	\$120.00
Filming crew	\$200.00
Total	\$507.00
Editing	
Hourly	\$23.00
x16	\$368.00
Total	\$368.00

Grand Total	\$ 1,664.97
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Advertising Schedules

	February	March	April
Filming Party			
Viewing Party			
Facebook			
Twitter			
YouTube			
Posters			

Evaluation

Evaluation of the campaign will be determined by individually assessing each of the overall campaign objectives. Connor Grigsby winning Senior Class Student Body President is easily evaluated by reviewing the results of the election. Last year's election had four candidates with the winner receiving around 40% of the total votes. Establishing Connor as a sociable and engaging personality in the school will be measured in the participation and involvement of students and Connor at the filming and viewing parties. We expect to see around 100 people throughout the day at the filming party and 150 at the viewing party. This will also be measured in Facebook friends, twitter followers and YouTube channel views and comments. Connor currently has 1,045 friends on Facebook; we expect this number to near 1,500 by the end of the campaign. Since Connor already has a relatively large amount of friends on Facebook we will be looking more for engagement from the target market in the forms of comments and likes on Connor's postings. Connor currently has 421 Twitter followers; we expect this number to be near 600 by the end of the campaign. We expect the YouTube channel to receive around 30,000 views and 250 subscribers. Actively engaging the student body so they interact with Connor on a personal level will be evaluated through the aforementioned social media platforms as well as the viewing and filming parties.

Our campaign will result in Connor Grigsby becoming the Senior Class Student Body President while simultaneously establishing him as a sociable and engaging personality amongst his peers.

Media Appendix

SAVE 50% ON POSTER PACKAGES

Offer good through 4/29 on select sizes only.

Now through April 29.



Poster Gallery



Poster Printing

Get the highest quality oversize prints and make the biggest impact at presentations, tradeshow and training events.

[Start Poster Order](#)

[Start Poster Package Order](#)

Poster Packages

Posters

Features

Frames & Hardware

Attractive, Affordable, Professional

Four sizes available:

- 18" x 24" - \$39.99
- 22" x 28" - ~~\$69.99~~ **\$34.99**
- 24" x 36" - ~~\$84.99~~ **\$42.49**
- 36" x 48" - \$129.99

Includes:

- Matte Paper
- Mounted on white foam board
- Choice of lamination:
 - Glossy
 - Matte
 - Textured
 - Dry Erase

- HOME ▶
- HOW IT WORKS ▶
- RENT NOW ▶
- EXAMPLE PHOTOS ▶
- HELPFUL VIDEOS ▶
- MORE INFO ▶
- QUESTIONS? ▶
- CONTACT US ▶

rental agreement

To reserve lighting for your event, just complete this rental agreement.

Reservation Information

Your total rental fee comes to: **\$57.00**

All shipping costs are already included in the price. We include a pre-paid UPS shipping label for your return.

This includes the rental of **3 LED lights** for an event being planned for: **December 15, 2013.**

We guarantee that you will receive the lights by: **December 13, 2013.**

Your rental order will be due back by **December 22, 2013.**
(Recommended day to drop them off to UPS is by: December 18, 2013).

Please note, if lights are not returned by the due date, there is a late charge of \$15.00 per day. Don't worry about UPS shipping times and holidays. We get a notification when the lights are shipped back, and as long as they are on the way back to us by the recommended ship date (December 18, 2013), you don't have to worry about late charges.

\$25 of your total fee will be charged immediately to the provided credit card, and is non-refundable. The remaining balance of your rental fee will be charged at the time of actual shipment.

- Inbox
- Conversations
- Drafts
- Sent
- Spam (1)
- Trash
- FOLDERS
 - Drafts
 - newsletter spring 2013
- MESSENGER
- APPLICATIONS

Re: Zombie make up Su, 14 Apr 2013 at 22:34

From: Simon Grigsby
To: Adrien Covington

Adrien,

I would love to help you with the zombie make up. I charge \$20 an hour so a total of \$120 for the entire job. What day would the filming take place?

Thanks,

Simon

From: Adrien Covington <adriencovington@yahoo.com>
To: "simongrigsby@gmail.com" <simongrigsby@gmail.com>
Sent: Sunday, April 14, 2013 10:32 PM
Subject: Zombie make up

Simon,

How much would it cost for you to do some zombie make up for a short film I am making. It would last about six hours and be filmed in American Fork. There would be pizza and drinks for you as well.


Thank you,

Adrien Covington



Shopping Cart

What

Product	Qty	Price
 Canon EOS 6D	2	\$130.00 ✕
<input type="checkbox"/> Damage Waiver	0	\$10.00
Subtotal:		\$130.00

Where

Shipping round trip to **\$30.00**

via ▼

LensRentals™ HD would save \$30.00 on the shipping of this order. [Learn More](#)

Total: \$160.00

[Proceed to Checkout](#) [Continue Shopping](#)

When

I want my gear to arrive on

I want to have my gear for days

I will ship my gear back on

	Sun	Mon	Tues	Wed	Thu	Fri	Sat
Apr 2013	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	1	2	3	4
May 2013	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	1